

Google's really smart smartphone

Project Ara is a modular cell phone that can be customised by swapping out individual pieces, such as the battery or camera. Instead of buying a new smartphone, users can simply replace out of date components

FRONT

Front microphone/receiver

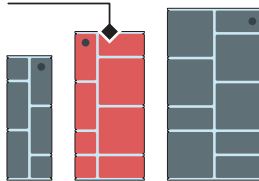
Touch screen

"Endo": Metal endoskeleton provides rigid frame for modules

Modules: Three sizes. Google offering prize to develop novel and innovative functions



Device parcelling grid



Price:
From \$50
Available:
2015

REAR

Modules: Slide and lock into place

Shell

Safety shield
Magnets: Attach modules to **endo**

Battery

Speaker

Antenna

Printed circuit board

Snap fit case

Endo spine and ribs